



LISTENING 59 Watch or listen to two students talking about the advertising techniques (a-d) in 5. Put the techniques in the order that they are mentioned.

happy and exciting music.
an expert, for example a doctor or dentist.
a famous person.
a happy family.

- 1.
- 2.
- 3.
- 4.

Watch again. According to the students, which technique ...

	happy and exciting music	an expert, for example a doctor or dentist	a famous person	a happy family
works because it makes you feel happy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works for sports fans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works because we believe the person in the advert?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
often sells things like cars?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works because you want to be like the people in the advert?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
often sells health and beauty products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>